IN THE CLAIMS

Claims 1-38 (Canceled).

39.   (Previously Presented) A method comprising:

providing information about a user of a processor-based system to a service provider, said service provider independent from a particular retail vendor;

receiving a first graphical user interface from said service provider on behalf of said particular retail vendor, said user required to view said first graphical user interface before being enabled to use the processor-based system to access the Internet for general-purpose use, the first graphical user interface to include an indicator of said particular retail vendor and a first user-selectable option, said first graphical user interface without an indicator of another, unrelated retail vendor; and

in response to user selection of said first user-selectable option, receiving a second graphical user interface from said service provider on behalf of said particular retail vendor, said second graphical user interface to include a second user-selectable option and customized content that is based on the user information provided to said service provider, a portion of said customized content relating to a business of said particular retail vendor, the remaining customized content not related to the business of other, unrelated retail vendors.

40.   (Previously Presented) The method of claim 39 including setting up said processor-based system to receive services from said Internet service provider on behalf of a retail vendor.

41.   (Previously Presented) The method of claim 39 including receiving the preferences of one or more user's of said processor-based system.

42.   (Previously Presented) The method of claim 41 wherein receiving a first graphical user interface includes receiving a first graphical user interface to enable identification of a user that is actively logging on to said system.

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43. (Previously Presented) The method of claim 42 wherein receiving a second graphical user interface includes receiving a second graphical user interface that includes a second user-selectable option that, if selected, causes the display of a third graphical user interface that includes selectable options not related to the particular retail vendor.

44. (Previously Presented) The method of claim 39 wherein receiving a first and a second graphical user interface includes receiving a first and a second graphical user interface that are substantially dedicated to the purpose of said particular retail vendor.

45. (Previously Presented) The method of claim 39 including allowing the service provider to control said processor-based system.

46. (Previously Presented) The method of claim 39 including providing, on said second graphical user interface, advertising to a user that is logged on to said system based on the preferences of another user who is an identified user of said processor-based system.

47. (Previously Presented) The method of claim 39 including each time a different user signs on to the system, requiring the different user to view said first graphical user interface.

48. (Previously Presented) The method of claim 39 including displaying said first graphical user interface received from said service provider immediately after booting said system.

49. (Previously Presented) The method of claim 39 including receiving instructions from a remote processor-based system to control the addition of software and hardware on said system.

50. (Previously Presented) The method of claim 39 including in response to selecting said second user-selectable option, directing said user to a server associated with said retail vendor.

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51.   (Currently Amended) A machine readable medium having instructions that when executed cause a machine to:

establish an Internet connection between said machine and a service provider, said connection other than through a retail vendor's web site;

provide information about a user of [[a]] said machine to [[a]] said service provider, said service provider other than ~~independent from~~ a particular retail vendor;

receive a first graphical user interface from said service provider ~~on behalf of said particular retail vendor~~, said user required to view said first graphical user interface before being enabled to use the machine to access the Internet for general-purpose use, the first graphical user interface to include an indicator of said particular retail vendor and a first user-selectable option, said first graphical user interface without an indicator of another, unrelated retail vendor; and

in response to user selection of said first user-selectable option, receive a second graphical user interface from said service provider ~~on behalf of said retail vendor~~, said second graphical user interface to include a second user-selectable option and customized content that is based on the user information provided to said service provider, a portion of said customized content relating to a business of said particular retail vendor, the remaining customized content not related to the business of other, unrelated vendors.

52.   (Currently Amended) The medium of claim 51 further storing instructions that when executed cause the machine to set up said machine to receive services from said Internet service provider on behalf of [[a]] said particular retail vendor.

53.   (Previously Presented) The medium of claim 51 further storing instructions that when executed cause the machine to forward the preferences of one or more users of said machine to said service provider.

54.   (Currently Amended) The medium of claim 53 further storing instructions that when executed cause the machine to receive [[a]] said first graphical user interface to enable identification of a user that is actively logging on to said machine.

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55.   (Currently Amended) The medium of claim 54 further storing instructions that when executed cause the machine to, in response to user selection of said ~~receive a second graphical user interface that includes a~~ second user-selectable option ~~that, if selected, causes the~~ display [[of]] a third graphical user interface that includes selectable options not related to the particular retail vendor.

56.   (Currently Amended) The medium of claim 51 further storing instructions that when executed cause the machine to receive [[a]] first and [[a]] second graphical user ~~interface~~ interfaces that are substantially dedicated to the purpose of said particular retail vendor.

57.   (Previously Presented) The medium of claim 51 further storing instructions that when executed cause the machine to prevent the general-purpose use of said machine before receiving said first and second graphical user interfaces.

58.   (Previously Presented) The medium of claim 51 further storing instructions that when executed cause the machine to provide, on said second graphical user interface, advertising to a user that is logged on to said machine based on the preferences of another user who is an identified user of the same machine.

59.   (Previously Presented) The medium of claim 51 further storing instructions that when executed cause the machine to require a different user to view said first and second graphical user interfaces each time said different user logs on.

60.   (Previously Presented) The medium of claim 51 further storing instructions that when executed cause the machine to display said first graphical user interface immediately after booting said system.

61.   (Previously Presented) The medium of claim 51 further storing instructions that when executed cause the machine to receive instructions from a remote processor-based system to control the addition of software and hardware to said machine.

62.   (Previously Presented) A system, comprising:

a processor having a memory;

information about a user of said system stored in said memory, said information provided to a remotely located service provider; and

a display coupled to said processor to display a first graphical user interface that is received from an Internet service provider, said first graphical user interface to include an indicator of a particular retail vendor, without an indicator of another retail vendor and a first user-selectable option, the user required to view said first graphical user interface before being enabled to use the system through said service provider to access the Internet for general-purpose use, and in response to user selection of the first user-selectable option, receive a second graphical user interface from said service provider on behalf of said particular retail vendor, said second graphical user interface to include a second user-selectable option and customized content that is based on the user information provided to said service provider, a portion of said customized content relating to a business of said particular retail vendor, the remaining customized content not related to the business of other, unrelated retail vendors.

63.   (Previously Presented) The system of claim 62 further including a unitary housing to house said processor, said display, and a telephone.

64.   (Previously Presented) The system of claim 62 further including a dedicated port to link said system to said service provider, said system managed by said service provider through said port.

65.   (Previously Presented) The system of claim 62 further including an interface to couple said system to said service provider, over the Internet, said system to forward user preferences over the Internet to said service provider and to receive customized content, based on said preferences and related to said particular retail vendor.